CLAIMS

What is claimed is:

1. A method for benchmarking in a supply chain utilizing a network, comprising the acts of:

a) collecting benchmark data relating to sales of products by outlets in a supply chain utilizing a supply chain management framework;

b) categorizing the benchmark data based on characteristics of the outlets;

c) comparing the benchmark data of each of the outlets; and

d) feeding the comparison back to the outlets utilizing the supply chain management framework.

2. The method of claim 1, wherein the benchmark data includes ratios of quantities of different products.

3. The method of claim 1, wherein the characteristics are selected from the group consisting of size, location, sign presence, playground presence, Nielson survey data, demographic data.

4. The method of claim 1, wherein the characteristics include size, location, sign presence, playground presence, Nielson survey data, and demographic data.

5. The method of claim 1, wherein the network includes the Internet.

6. A system for benchmarking in a supply chain utilizing a network, comprising:

a) logic for collecting benchmark data relating to sales of products by outlets in a supply chain utilizing a supply chain management framework;

b) logic for categorizing the benchmark data based on characteristics of the outlets;

c) logic for comparing the benchmark data of each of the outlets; and

d) logic for feeding the comparison back to the outlets utilizing the supply chain management framework.

7. The system of claim 6, wherein the benchmark data includes ratios of quantities of different products.

8. The system of claim 6, wherein the characteristics are selected from the group consisting of size, location, sign presence, playground presence, Nielson survey data, and demographic data.

9. The system of claim 6, wherein the characteristics include size, location, sign presence, playground presence, Nielson survey data, and demographic data.

10. The system of claim 6, wherein the network includes the Internet.

11. A computer program product for benchmarking in a supply chain utilizing a network, comprising:

a) computer code for collecting benchmark data relating to sales of products by outlets in a supply chain utilizing a supply chain management framework;

b) computer code for categorizing the benchmark data based on characteristics of the outlets;

c) computer code for comparing the benchmark data of each of the outlets; and

d) computer code for feeding the comparison back to the outlets utilizing the supply chain management framework.

12. The computer program product of claim 11, wherein the benchmark data includes ratios of quantities of different products.

13. The computer program product of claim 11, wherein the characteristics are selected from the group consisting of size, location, sign presence, playground presence, Nielson survey data, and demographic data.

14. The computer program product of claim 11, wherein the characteristics include size, location, sign presence, playground presence, Nielson survey data, and demographic data.

15. The computer program product of claim 11, wherein the network includes the Internet.